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August 23, 2006

MEDIA ALERT

Securities Division enters Emergency Order against Flavor Brands, Inc.

"Company accused of selling securities under former name, ordered to stop"
(for immediate release)

SALT LAKE CITY, Utah – The Division of Securities announced today that an Emergency Cease and Desist Order had been entered against Flavor Brands, Inc. and its officers for selling securities that have not been registered, improperly using another company's stock symbol in Pink Sheets, and misrepresenting the company to investors in proposed stock swap offers. Pink Sheets is an electronic service that publishes the bid and asking prices for low-priced stocks. Flavor Brands Inc. is based in Las Vegas, Nevada. The Order also names the following Flavor Brands Inc. individuals; J.D. Pulver, President, a resident of Florida, Tim Haskins, Vice President, Secretary and Treasurer, a resident of Nevada and Denise Sullivan, former president, a resident of Nevada. The Order also seeks to require each respondent to pay the Division \$50,000 each in fines for violating the *Utah Securities Act*.

According to the Utah Division of Corporations, the original Flavor Brands was an expired Utah corporation. Flavor Brands was dissolved in June 1999 after failing to file an annual report and any outstanding shares of Flavor Brands became invalid. The new company Flavor Brands, Inc., was formed in 2005. At that time the "new" Flavor Brands, Inc. declared its intent to swap old shares of Flavor Brands with newly issued stock in the new Flavor Brands Inc. Flavor Brands, Inc. also wanted to list its stock in Pink Sheets under the previous company's stock symbol "FLVB".

On June 26, 2006 the Division of Securities learned Flavor Brands Inc. was attempting to list itself under the defunct stock symbol. The Division directed the new company to delist information about "FLVB" in Pink Sheets within ten days and stop representing itself as the original Flavor Brands. The new company did not delist as directed and continued to misrepresent itself in Pink Sheets.



The Division has concluded the actions of Flavor Brands, Inc. and its officers warrant significant danger to the public welfare and require immediate action.

The respondents are ordered to appear at a hearing September 25, 2006 at the office of the Utah Division of Securities. Respondents have been advised that any violation of the Emergency Order is punishable as a third degree felony.

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